DEEPA PEMMA

#615, VRR FORTUNA,
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CAREER OBJECTIVE:

Seeking a challenging position where my qualities of a quick learner and ability to take on new challenges can be used to solve problems in an effective manner, to work in the Information Technology environment, where I can noticeably contribute to an organization's success, and to take advantage of the skills and experience I have acquired during my career.

SUMMARY:

Over **6** yrs of experience as a **Senior Salesforce Developer** in Salesforce Configurations and Customizations on Sales and Service Cloud with **13** yrs of overall experience in Information Technology.

- Currently working as a **Salesforce consultant** with **Infosys Technologies**.
- Worked on projects in agile methodology having bi-weekly sprints and sprint ceremonies.
- Hands-on experience in Sales and Service Cloud technologies.
- Worked in the development of a Help center for one of our salesforce communities.
- Experience in working with the Experience builder and managing Community Cloud Sites.
- Hands-on experience in **Apex Triggers, Apex Classes, Batch and Test** classes and Data migration Activities using **Data Loader** and **Workbench**.
- Extensive knowledge on various Lightning Components using Lightning App Builder, Lightning Process Builder, Community Builder and Lightning Design System.
- Experience in working with Partner and Company communities and configuration and customization involved.
- Exposure to SOSL, SOQL and tools like Force.com IDE, Visual Studio Code, CLI.
- Experience in collaborating with multiple vendors and geographically distributed teams.
- Knowledge on Territory Management.

EDUCATION:

Bachelor of Technology in Computer Science Engineering, Jawaharlal Nehru Technological University, Hyderabad.

TECHNICAL SKILLS:

Salesforce Technologies	APEX Language, Standard and custom Objects, SOQL, SOSL, APEX Trigger, APEX Classes, Flow Designer, Lightning Web Components, Lightning Messaging Services, Workflow & Approval Processes, Reports & Dashboards.
Force.com Tools	Apex Data Loader and Force.com, CLI, Workbench, Salesforce Inspector
web Technologies	Java Script, HTML, CSS, Lightning Web Components
IDE Environments	Workbench, Force.com

CERTIFICATIONS:

Certification	Institute/Organization	Type
INS 21	AICPA	External
Salesforce Certified Administrator	Salesforce	External
Salesforce Certified Platform Developer	Salesforce	External
Salesforce Certified App Builder	Salesforce	External
Salesforce Certified Experience Cloud Consultant	Salesforce	External
Salesforce Certified Service Cloud Consultant	Salesforce	External
Salesforce Certified JavaScript Developer I	Salesforce	External
Copado Certified Administrator	Copado	External

Assignments:

Territory Manager Application:

Platform   : Salesforce.com, Force.com IDE
Duration   : Feb 2023 - Till Date
Role   : Salesforce Tech Lead
Company : Infosys Technologies

Project Description:

This is a foundation application for fast, scalable transformation and cross channel segmentation of territory sctructures and initiatives. Initial phase addresses the business market territory functionality plus business market sales leader approval and review workflow mechanization. Addresses operational constraints of the lengthy refresh process by automation manual processes thus replacing a full homegrown wireless territory manager application to a new salesforce application.

Responsibilities:

1. Responsible for implementing the End-to-End territory management including the UI that the personas such as Directors, Associate Directors and the Ops members
2. Implemented the approval process necessary for the Director and ops viewTerritory management.
3. Implemented the visibility of different tabs different personas based on their Titles and permission sets
4. Developed the UI for the Ops view enabling them with Approve/Reject/Reassign actions based on the Enterprise push/pull logic.
5. Responsible for deployment of the user stories using GIT and Jenkins into SIT environment.
6. Responsible for mentoring the team while providing the solution of the user stories.

Sales - Data Migration :

Platform   : Salesforce.com, Force.com IDE
Duration   : Aug 2022 - Feb 2023
Role   : Salesforce Tech Lead
Company : Infosys Technologies

This is a Data migration project involving the migration of sales data between 2 salesforce orgs. Though both source and destination orgs are salesforce implementations, the functionalities or sales implementations are not the same. As a module lead, I am responsible for understanding the sales implementations on both the source and destination orgs and check with businesses on how to merge these implementations to have business continuity.

Responsibilities:
1. Understand the business of the source and Destination Salesforce orgs.
2. Scan through the entire code and list out all the configurations and customizations included in both the orgs such as objects (Standard & Custom) to be migrated, Record Types, Page Layouts, Fields (Standard & Custom), Triggers, Flows, Workflows, Batch classes, etc.
3. Discuss with the business team to identify the key attributes of each object and the key functionalities to be migrated or discarded from the source org.
4. Understand the key attributes to be populated on the destination org and their impact after migration.
5. To Design the flow of the source data into the end system by incorporating the end-to-end key business flow.
6. Draft the technical design of the migration process by incorporating all the business decisions and the assumptions/prerequisites and get business sign-off before the implementation.
7. Work with the Data team to derive the migration process using the functional knowledge and estimate the data extracts received from source org.
8. Report the volumetrics on each field and derive the usage of the key attributes to take business decisions.
9. Work with the Data team to develop the code to migrate the data.
10. Migrate the data into the development Sandbox and get it tested by the QA team. Fix the defect raised if any.
11. Migrate the data into the QA sandbox for complete data testing and support the migration of data into Production.

Nike Apollo (Manage@Scale) :

Platform : Salesforce.com, Force.com IDE
Duration : Jun 2021 – Jul 2022
Role : Salesforce Tech Lead
Company : Infosys Technologies

Project Description:

This is a production support project supporting the maintenance of multiple internal tracks or tools that are used by the internal organizations. This also includes the support for handling new feature requests, bugs related to gForce application maintenance and customer issues across multiple salesforce applications.

Responsibilities:

1. Support the tracks under the production support scope and make sure the SLAs are not breached.
2. Resolve bugs raised for the tracks that we support within the SLA
3. Identify and plan the User Stories/Feature requests for the upcoming Sprint and make sure the stories are closed.
4. Involved in the configuration and customization of the Case Management using **flows** and **Apex** code.
5. Involved in the enhancements of the **Lightning Web Components** used in the community.
6. Involved in enhancing the community to be compliant with **WCAG** accessibility standards.
7. Review the Gerrit changelists created for the user stories and make sure the **coding standards and best practices** are followed.
8. Make sure the user stories are deployed to QA sandbox in the Copado pipeline, tested and demoed to the business user, and secure the sign-off for the deployment to Pre-production and Production environments.
9. Ensure that the code changes on the common components by the other project teams do not affect the community that we are supporting by enforcing a gating process before the deployment of their changes into our Pre prod sandbox environment.

gForce (Salesforce Hub) :

Platform : Salesforce.com, Force.com IDE
Duration : Sep 2020 - June 2021
Role : Salesforce Developer

Company : Infosys Technologies

Project Description:

gForce under Salesforce Hub is a community portal that provides a platform where Salesforce users can help each other. The platform allows them to share more about their projects and Salesforce expertise and discover what other people use salesforce for and ask questions to the community. The portal also allows users to have the ability to find and share improvements and modern innovative ideas and solutions. The portal also includes the Help Center to provide a seamless customer service experience.

Responsibilities:

1. To create a help center page on gForce Community in order to enable the users to log a case with gForce.
2. Setting up of Auto assignment and Auto response rules, email- to -Case, Contact Support Form
3. Automations to update the case status and send chatter email notifications. Email actions on Case and EmailMessage.
4. Automations to decommission the orgs to free up the space when not in use or due to low usage.
5. Data loader activities to upload and synchronize the data from external CRM systems to salesforce org.
6. Working with Apex, batch classes and Lightning Web Components.
7. Maintaining the gForce community with the latest updates.
8. Working with Copado for the deployment process and earned certification on Copado Administrator.

Vector:

Platform : Salesforce.com, Force.com IDE
Duration : May 2019 –Sep 2020
Role : Salesforce Developer
Company : Infosys Technologies

Project Description:

Project Vector is a PRM salesforce application that provides a unified portal for partners to access their key information regarding the Google Cloud Partner Program. The Application comprises the end-to-end process of recruiting a partner, partner enrollment, Account and Contact Management, Opportunities, Partner Benefits, performance, and Partner Communities.

Responsibilities:

1. To support the functionalities developed and work on enhancements if required.
2. To resolve the issues/defects raised through buganizer (internal ticket logging system) within SLO.
3. Coordinated with multiple vendors from geographically distributed teams for a successful development, testing and deployment of the project.
4. Performing Data loader activities and other post-refresh activities after every refresh of a particular Sandbox.
5. Managing communities by maintaining the builder pages with the latest updates of the Vector Site
6. Involved in building automation using process builder and Apex classes.
7. Worked with localization using translation in salesforce.
8. Worked with customizations of email template notifications.
9. Worked with tools like VS Code, CLI, Git Hub for the development, deployment process, and creation of change lists.

Library Management:

Platform : Salesforce.com, Force.com IDE,
Duration : Jul 2018 –Jan 2019
Role : Salesforce Developer
Company : IntelogiK

Project Description:

One of the Non-profit Organization has decided to provide a Library for students with different backgrounds. To attract them, the management has decided to buy periodicals, Magazines, Books and research related papers and expand library facilities. The current library management system has become obsolete and is not able to provide the necessary data to manage it effectively. So the management decided to implement the entire system in to an automated application which can be effectively managed using Salesforce.com using APEX platform to have interactive, Scalable, flexible and reliable system.

Some of the requirements included:
1. To maintain inventory of books, magazines, journals, White Papers and periodicals.
2. To manage the no of books borrowed and returned online and check all the pending requests of the books and get the status of the book.
3. Give proper security access to the librarian so that pending requests are not edited and deleted by everyone.
4. Inform library member when the book requested arrives.
5. Include reports to generate defaulters list, Fine amount collected every month.

Responsibilities:

- Understanding, analyzing the requirements, and mapping them to Salesforce functionality.
- Created a data model and build the objects to collect and store various books, journals, and other publications.
- Involved in customizing Custom Objects, fields, page layouts, custom tabs, and applications.
- Create/add and manage Users, Roles, Profiles and set up sharing rules for different profiles like guests and Librarians.
- Written validations rules and created workflow rules and process builder to update the related records of Books whenever they are borrowed and returned.
- Written Apex trigger to make sure the same book is not assigned a member again.
- Create and execute a batch process to send reminder emails to notify the defaulters and
- Created a Workflow rule to send Email notifications to inform the library member whenever the book requested arrives.

ConferenceManagement:

Platform : Salesforce.com, Force.com IDE, Apex classes & Triggers, Apex controllers, Permission Sets, Batch & Schedule Apex.
Duration : May 2018 – Jul 2018
Role : Salesforce Developer
Company : IntelogiK

Project Description:

An Online Training institute provides corporate training in the emerging technologies that are transforming our economy. They offer both online and classroom training. They organize conferences and lets conference attendees to view the conference schedule, and register online to a particular Course/Event and also learn more about sessions and speakers. Also the institute mandates a survey to collect the feedback of the session from the attendees using survey.

Responsibilities:
- Created a data model for a conference management application.
- Created Apex classes and work with the SOQL queries to implement the business logic of the application to make sure speakers are not double-booked.
- Used Lightning components that are created using Base Lightning components to upload profile pic of the speaker and to edit speaker information using the Lightning component.
- Created visual workflow to create survey pages.
- Create and execute a batch process to send reminder emails to the conference speakers.
- Written unit tests for the apex classes.

HealthCare Information System:

Platform	:	Salesforce.com, Apex, Visual Force, Triggers, Batch Apex, Apex Scheduler and Data loader.
Duration	:	Sep 2017 – Feb 2018
Role	:	Salesforce Developer
Company	:	IntelogiK

Project Description:

HealthCare Information system provides the Departmental solutions for Healthcare institutions like Hospitals and Primary Care Services all over the world. The administrative functionality includes Registration, Appointments, Labs, Results Viewing, Scheduling, Billing etc. It contains Oncology, Cardiology, ICU departments. The Departmental functionality includes Prescription, Diet, and Medication.

Responsibilities:

- Understanding and analyzing the requirements, and mapping them to Sales force functionality.
- Create/add and manage Users, Roles, Profiles and setting up sharing rules.
- Involved in customizing Custom Objects, fields, record types, forms and layouts, custom tabs and applications.
- Interacted with customers to identify issues and potential areas for improvements to existing applications.
- Maintaining Workflow rules and Approvals.
- Creating Visual force Pages, Apex Classes and Triggers.
- Involved in writing Test Cases for Classes and Triggers and code deployments.

Sales Automation

Platform	:	Salesforce.com, Security control, Work Flow, Data loader, Force.com IDE
Duration	:	Nov 2016 – Jun 2017
Role	:	Salesforce Developer
Company	:	IntelogiK

Project Description:

The application provides the complete CRM solution for an organization with custom built solutions. This is an automation application for marketing system that is used for tracking all the leads, opportunities, products, services, commissions, payments of an organization with custom built logics. The application monitors all the sales and marketing of the organization's projects. The application provides a communication system set up which is helpful to increase the relationship with the customers and sales representatives in the organization allowing the users to send messages, emails, file etc., within the organization to keep track of the business. The application allows the administrators to assign leads to their users and track all their activities.

Responsibilities:

- Implemented Web-To-Lead forms.
- Written Triggers and Test Classes in Apex.
- Created Workflows and Approval process, written validation rules.
- Generated Extensive Reports and Dashboards.

Rate Revision:

Technology	:	JDK 1.5, Struts 1.x, JSP, Oracle

Domain	:	Property and Casuality (Insurance)
Duration	:	Feb 2011 – Dec 2012
Role	:	Technology Analyst
Company	:	Infosys Technologies

Project Description:

The **Speciality Rate Revision** project involves implementing the Rate changes, business rules and changes to forms with respect to Change/Addition Functionality as per requirement. The changes will impact Specialty Policy processing systems. The main aim of implementation is to provide User Interface to Agents through Agent System (WEBPOS) and Functionality Support to Underwriters through VIPERJ Application.

Responsibilities:

- Requirements Analysis: Understand and analyze the business and functional requirements specifications given by the pricing team. Raising inquiries in Lotus Notes against any ambiguous specifications or missing requirements.
- Design: Includes identifying the Data base tables in which changes/rules are to be incorporated and delivery of Detailed Design and Unit Test Plan.
- Build and Deploy: Involves a keen understanding of the data (factor/business rules) to be applied/changed based on the requirement specs. Business changes include branding, endorsement and renewal of the existing products also. Pushing the data into DB using AQT tool. Code and data check-ins after doing a proper local build and deploy. Involves preparing production scripts and IT scripts for testing.
- Unit Testing: Executing the Unit Test Cases in development environment and logging Unit Testing defects in Quality Center.
- Supporting System Testing, Warranty defects and UAT.Handling Change requests apart from the regular releases.

Bulk Loader:

Technology	:	SSIS, MS SQL Server 2005, VB 6.0
Domain	:	Licensing and Commissioning (Insurance)
Duration	:	Nov 2010 – Jan 2011
Company	:	Infosys Technologies

Project Description:

Bulk Loader is a utility application which loads policy activity data in the form of Flat file transmissions to the SQL server database. The Beginning of Day application makes use of this data for report generation.

System reads and populates the policy activity data which is available in the form of ISAM flat file (BOD specific ISAM files) to the SQL server which is used by the BOD application. The package available in the SQL server is invoked through shell scripts available in the utility server to process the generated flat files. This process is scheduled everyday by 6 A.M. The package reads these flat files and populates the data into SQL server.

Responsibilities:

- Requirements Analysis: Involved analyzing existing Bulk Loader code developed in .net and traces the requirements. Document the requirements and publish.
- Design: Involved deep dive into the technologies needed for the development of the package such as VB 6.0 and SSIS. Then trace the requirements with best design that fits the requirement.
- Development: Involved a deeper dive into more specific requirements and the challenges with the design during the development. Involved creating few stored procedures. Incorporated the SSIS package security feature with username and pwd credentials. Bulk Load design tool and BCP command are the good features that were incorporated in this package.
- Unit Testing: Unit tested the Bulk Loader package with test data and then the actual data. Also Incorporated generation of log files after every success or failure of the data file loaded in to SQL DB. SMTP (SendEmail) feature is also incorporated to send a mail to the support team about the success or failure of the data load.

Beginning Of Day

Technology	:	JDK 1.5, Struts 2.x, JSP 2.0, Spring 2.0.8, Hibernate 3.2.1, Oracle

Domain	:	Licensing and Commissioning (Insurance)
Duration	:	May 2010 – oct 2010
Company	:	Infosys Technologies

Project Description:

Beginning of Day (BOD) application is primarily used by agents to manage their daily activities and is currently built on WIN DNA. BOD application is reviewed by agents at the beginning of each working day. BOD application displays updated policy information communicated to agent's system overnight and allows the agent to view the current processing activity occurring on agent's server. BOD stores six days of history.

Responsibilities:

- Requirements Analysis: Understand the business and functional requirements involved with the system and walkthrough the code flows. Involved analyzing existing BOD code developed in .net and trace the requirements. Co-ordinate with external teams in order to analyze the business requirements. Document the requirements and publish.
- Design: Involved tracing of requirements and coming up with a design solution involving identification of the action, service and Data layers.
- Coding and Unit testing: Involved the development of each module involved in Beginning of Day. The data for BOD comes from BOD DB which is populated through the Bulk Loader package. This data has to be read from the BOD DB and generated as various reports based on the user selection or navigation. Hibernate framework are used in the data layer. Spring framework is used for managing the flow between Action, Service and Data layers.
- Support: Involved integration, System testing and UAT Support.

Portfolio Pricing And Tracking

Technology	:	J2SDK 1.4.2, Struts 1.2, JSP 2.0, Spring 2.0.8, Hibernate 3.2.1
Domain	:	Licensing and Commissioning (Insurance)
Duration	:	Oct 2009 – Apr 2010
Company	:	Infosys Technologies

Project Description:

Agent Transfers is an application that allows agents to submit requests to transfer policies from one agent (agency) to another agent (agency). This application tracks these policy transfer requests, and allows home office users (Transfer Process Team) to process the requests.

The business objective is to automate the transfer process without exposing the underlying complexities of policy transfer procedures.

ATA leveraged Spring Framework, Hibernate, Struts, Web services and IBM Web Sphere AS for providing a robust and scalable application.

Responsibilities:

- Understand the business and functional requirements involved with the system and walkthrough the code flows.
- Resolve the daily IM tickets and involved in defect fixing.
- Coordinating with external teams in order to analyze the business requirements.

Producer Compensation Benefits

Technology	:	JDK 1.5, Struts 1.2, JSP 2.0, Spring 2.0.8, Hibernate 3.2.1, DB2 9.0
Domain	:	Licensing and Commissioning
Duration	:	Aug 2008 – Sep 2009
Company	:	Infosys Technologies

Project Description:

The PCB (J2EE) System is an on-line reporting system for Producer's Compensation and Benefits. PCB is the source of earnings data for products sold by NW Agents & Associates, calculation of Agent's Security Compensation Plan (DCIC/EE) and 1099 processing, balancing and reporting.

Producer Compensation Benefits (PCB) reports Property and Casualty (P&C) commission earnings on various reports. These earnings, along with non-P&C earnings are used by PCB to calculate and keep track of Deferred Compensation Incentive Credits (DCIC), Extended Earnings (EE), and 1099 reporting.
Currently, PCB receives the P&C earnings from the Sales Compensation System (I-Comp). The product codes for reporting earnings and calculating benefits on the PCB System and the Online Sales Compensation System are generated by I-Comp.

Responsibilities:

- Understand the business and functional requirements involved with the system and recommend the effective and plausible approach that meets the architecture and project needs.
- Involved in the design and implementation of stored procedures for loading data from staging tables into the intermediate tables.
- Involved in the implementation of data conversion required to convert old data based on Legacy products into the Managed Product data.
- Involved in tuning the queries using views in Stored Procedures.
- Involved in implementing the business functionalities using the acquired business knowledge.
- Also involved in the java, J2ee changes required as part of the enhancements.

Alliance Auto New Business

Technology	:	Java, J2EE
Domain	:	Automobile Insurance
Duration	:	Sep 2006 – Jul 2008
Company	:	Infosys Technologies

Project Description:
Alliance is a business critical web based Quoting and New Business application for various lines of business serviced by Allstate Insurance Co. This is a single integrated application used by various types of users like Allstate Exclusive Agents, Independent Agents, Customer Care Representatives and Underwriters support staff and serves for users in 49 states where Allstate services. This application leverages multiple subsystems with in Allstate for performing various business functionalities.

Responsibilities:

- Analyzing and resolving USD related defects with supporting documents.
- Interacting with business users for requirements analysis in order to identify the technical and implementation bottlenecks.
- Implementation of the enhancements as part of the change requests.
- Involved in defect fixing, unit, integration, system and functional testing with test cases and code reviews.
- Development of web pages which replicates the existing Alstar screens and implementation of business rules pertaining to the coverage and discounts through business classes.
- High interaction with operations and various other teams.

Personal Details:

Name	: Deepa Pemma
Marital Status	: Married
Gender	: Female
Nationality	: Indian
Date Of Birth	: 25-08-1984
Languages Known	: Telugu, English, Hindi, Tamil
Hobbies	: Playing badminton, Singing

Declaration:

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibilities for the correctness of the above-mentioned particulars.

(Deepa Pemma)